

VISHWAKARMA PUJA 2009

Vishwakarma Puja is a big occasion of celebration in industries. This comes every year on September 17th. Vishwakarma revealed the sciences of industry to man and is thus the patron god of all the workers and engineers, providing them courage and inspiration. As mark of reverence, engineering community and working class worship God Vishwakarma, who according to mythology created the entire universe as well as the heaven and earth. He is regarded as the supreme worker, the very essence of excellence and quality in craftsmanship.

Like every year, the prayer ceremony of this festival was performed with enthusiasm on this auspicious day. The workmen cleaned, painted and polished their tools and machines and then smeared them with vermilion. A havan was conducted and blessings from Vishwakarma were sought by everyone. The puja was the way to say "Thank You" to the inanimate objects and a

way to collectively pay respect to and honour our source of livelihood. Puja ceremony ended with distribution of sweet Prasadam.



VISHWAKARMA PUJA 2009

SEMINAR AT NFL, PANIPAT

A seminar on our conventional and reclamation welding consumables was conducted at National Fertilizers Ltd, Panipat on September 15, 2009. Sixty participants from different departments of NFL-Panipat participated in the seminar.

The team of Modi Arc included Mr. M.B. Sharma-Dy. General Manager (Marketing), Mr. Sanjiv Seth Sr.Product Manager (Lomelt), Mr. Sandeep Gupta- Product Manager (Conventional) and Mr. RK Swamy - Area Manager.

Mr. Sanjiv Seth gave the presentation on Company Profile, Reclamation Welding, Applications of Lomelt Products and success stories. Mr. Sandeep Gupta gave presentation on the Conventional Welding Product Range of Modi Arc. Various queries of the participants were answered during the open session. The participants appreciated the efforts of Modi Arc in organizing such a useful seminar and felt that this event will help in improving the skills of the participants.

We look forward to stronger business ties with NFL-Panipat.

Industrial Exhibition Held at Ludhiana

An Industrial exhibition was organized by Paramount Exhibitors at Perfect Palace, Samrala Chowk, G.T.Road, Delhi side, Ludhiana (Punjab) from 28th to 31st August 2009.

Modi Arc Electrodes Co. and Weld Excel India Limited participated in this exhibition, along with the Dealer of Modi Arc & Weld Excel at Ludhiana, Universal Steel & Tools Company. We displayed our full range of products including Conventional Electrodes, Lomelt Series, Flux Cored wires, CO₂ wire, Filler metals and Welding Power Sources with World's latest technology.

There was excellent response for all the products. Different job requirements, industrial applications and welding problems of visitors were discussed and solved on the spot with the help of our wide range of products.

Apart from Ludhiana, visitors from Jallundhar, Bhatinda, Patiala, Chandigarh, Khanna, Mandi

Govindgarh, Amritsar also visited the exhibition.

Visitors, including our existing customers, were highly impressed with Product Range and after sales service which they found to be better than most. We received various enquiries and also booked many orders at our stall.



Stall of Modi ARC at Exhibition

SEMINAR ON RECLAMATION WELDING & WELDING POWER SOURCES AT BAREILLY



SEMINAR IN PROGRESS

Modi Arc Electrodes Co. organized a seminar on Reclamation Welding & Welding Power Sources at Bareilly for various Sugar Mills on 4th July 2009. Total 80 participants from various Sugar Mills including LH Sugar Factories-Pilibheet, Oswal Overseas Ltd. (Sugar Division)-Nawabganj, Kesar Enterprises-Baheri, Bajaj Hindustan Ltd.-

Barkheda & Maksudapur, JK Sugar- Meerganj, Neoli Sugar Factory participated in the seminar.

The team of Modi Arc included Mr. M.B. Sharma- Dy. General Manager (Marketing), Mr. Rajesh Gupta- Dy. General Manager (Agency Division), Mr. Sanjiv Seth-Sr. Product Manager (Lomelt), Mr. Ashish Srivastava- Area Manager and Mr. Saurab Kumar- Application Engineer.

Mr. Sanjiv Seth gave the presentation on Company Profile, Reclamation Welding, Applications of Lomelt Products in Sugar Industry and success stories. Mr. Rajesh Gupta gave presentation on Power Sources and advantages of Rectifier based Inverter Technology. Various queries of the participants were answered during the open session. Mr. M.B. Sharma gave 'Vote of Thanks'. The unit heads and other participants appreciated the efforts of Modi Arc in organizing such a useful seminar and felt that this event will help in improving the skills of the participants.

We look forward to stronger business ties with the participating organizations.

CASE STUDY OF TOOTH POINT OF BUCKET OF PC 3000

1. Name of Customer : Karnataka EMTA Coal Mines Ltd. Baranj, Bhadrawati, Dist Chandrapur.
2. Name of Machine : PC 3000 (L&T Komatsu make)
3. Name of Component : Tooth point
4. Material of Component: Manganese Steel (Mn-12 %)
5. Function : To purge inside soil
6. Wear Factor : Severe Abrasion & Moderate Impact
7. Previous solution : Replacement with new
8. Condition before reclamation: Due to wear, size of tooth got reduced & upper portion got blunt and hence reduced the purging effect.
9. Reclamation Procedure Adopted :
 - ✿ Grinding of fatigued area was done with hand grinder.
 - ✿ 4 layers of Lomelt 104-4mm were deposited to make shape and dimensions similar to that of original component. 20Kg material was consumed.
 - ✿ Subsequently 2 layers of Lomelt 306-4mm were deposited. 10 Kg material was consumed.
 - ✿ Final layer of Lomelt 304-4mm was deposited. 5kg material was consumed.
 - ✿ Lomelt 304-4mm was also deposited in checkered pattern over the earlier deposited layer of Lomelt 304. 2Kg material was consumed.
 - ✿ Dots in the checkered pattern were deposited with Lomelt 908-4mm. 1Kg material was consumed.
10. Cost of original Tooth Point: Rs.34000/-
11. Cost of Reclamation: Rs.19600/-
12. Life of Original Tooth Point: 300 Hrs.
13. Life of Reclaimed Tooth Point: 250 Hrs.



The repaired Tooth Point of PC 3000 Bucket

The job was carried out under supervision of Mr. Manoj Sao, Asst. Area Manager-Chandrapur.

Human Resource Development

Under the company's policy of regular updating of human skills, Marketing Department of Modi Arc conducts in-house training programmes. The tailor made training capsule is essentially for developing the product related knowledge and inter-personnel skills of the field persons. Sales Engineers and representative of our authorised stockists are called in small batches from across the country and trained for latest technological and market developments.

Recently a comprehensive training programme was organised from 07th to 12th September 2009. The topics covered during the programme were 'Basic Welding Technology', 'Electrodes Classifications and our Conventional (Coded) electrodes range', 'Welding Defects & Remedies', 'Mechanical Testing', 'Welding of Low Alloy Steels and Stainless Steels', 'Introduction to Reclamation Welding and our Lomelt range for reclamation welding', 'Identification of Materials and Selection of Lomelt Electrodes', 'Applications and Case Studies', 'Selection of Welding Procedure Parameters', 'Selection of Welding

ON THE DEVELOPMENT PATH Important Approvals added/renewed

<u>AGENCY</u>	<u>BRAND</u>
Nuclear Power Corporation of India Ltd.	Modi 7018
Projects & Development India Ltd.	Lomelt 301 Lomelt 313 Excel 123 Excel 13S Excel 18

Power Sources and our Welding Equipment Range' and 'Distribution Systems & Company Policies'. A special session on 'Work-Life Balance' was also organized for the participants.

The lecture sessions were reinforced with open house discussion, films, and role plays apart from practical sessions.

Modi Arc will continue organising such programmes to arm its field persons to add value to the customer service.

STRENGTHENING HANDS

1. Mr. Uday Dhabaliya joined us as Senior Area Sales Engineer at Rajkot on 06-07-2009.
2. Mr. Raghvendra Kulkarni joined us as Application Sales Executive at Ramagundam on 06-07-2009.
3. Mr. Subhasis Nanda joined us as Sales & Service Engineer at Angul on 06-07-2009.
4. Mr. M. Shyam Prakash joined us as Asstt. Area Manager at Hyderabad on 08-07-2009.
5. Mr. Santosh Shejwal joined us as Area Sales Engineer at Nashik on 13-07-2009.
6. Mr. S. Anantha Kumar joined us as Senior Sales Engineer at Coimbatore on 13-07-2009.
7. Mr. Brahmanandam Chintada joined us as Sales Engineer at Hyderabad on 17-07-2009.
8. Mr. Vinod P. Baviskar joined us as Senior Sales Engineer at Pune on 20-07-2009.
9. Mr. N. Anantha Krishnan joined us as Area Sales Executive at Trichy on 10-08-2009.
10. Mr. Rahul Madkan joined us as Area Sales Executive at Nagpur on 20-08-2009.

MODI ARC ELECTRODES CO.

MODI NAGAR-201 204 (U.P.)
PHONES : (01232) 325700, 325975, 243912, FAX : (01232) 242147
E-mail : modiarc@ndb.vsnl.net.in.

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